



AN ENGAGED TEAM OF LAWYERS

- **Client:** A large life insurance company
- **Business Area:** Advanced Marketing Legal Team
- **Opportunity:** Streamline the work distribution process for complex employer and executive proposals for life insurance sales; align team structure and skills with goals for performance management; and monitor visual data to sustain optimal performance
- **Results:**
 - Improved labor efficiency in a critical specialty role that requires years of training to develop
 - Delivered a staffing model to support and rationalize future growth needs
 - Optimized case design information flow between sales support, new business, and policy administration teams